

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision 820299 /		Alt Order #
Product PROTECT YOUR VOTE 2012		
Contract Dates 09/14/12 - 09/22/12		Estimate # 2684
Advertiser Protect Your Vote Ohio		Original Date / Revision 09/13/12 / 09/13/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/14/12	09/14/12	Action News at 5p	5-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	----F--				1	\$700.00			
N 2	WOIO	09/14/12	09/14/12	Action News at 6p	6-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	----F--				1	\$700.00			
N 3	WOIO	09/14/12	09/14/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	----F--				1	\$1,000.00			
N 4	WOIO	09/15/12	09/22/12	Sat Early Show	9-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S-				1	\$250.00			
	Week:	09/17/12	09/23/12	-----S-				1	\$250.00			
N 5	WOIO	09/16/12	09/16/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$450.00			
N 6	WOIO	09/17/12	09/21/12	Action News at 5p	5-6p		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				6	\$700.00			
N 7	WOIO	09/17/12	09/21/12	Action News at 6p	6-630p		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				6	\$700.00			
N 8	WOIO	09/17/12	09/21/12	Action News at 11p	11-1135p		:30			NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				6	\$1,000.00			
N 9	WOIO	09/15/12	09/22/12	Lt Sa Action News at 11p	11p-2a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S-				1	\$750.00			
	Week:	09/17/12	09/23/12	-----S-				1	\$750.00			
N 10	WOIO	09/16/12	09/16/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$775.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision	Alt Order #
820299 /	

Contract Dates	Product	Estimate #
09/14/12 - 09/22/12	PROTECT YOUR VOTE	2684

Advertiser	Original Date / Revision
Protect Your Vote Ohio	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WOIO	09/16/12	09/16/12	Sun Hour 1	7-830p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$3,500.00			
N 12	WOIO	09/17/12	09/21/12	Action News at 6a	6-7a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				7	\$175.00			
N 13	WOIO	09/16/12	09/16/12	Face the Nation	1030-11a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$450.00			
Totals											36	\$25,200.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/22/12	36	\$25,200.00	\$21,420.00
Totals	36	\$25,200.00	\$21,420.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



PROTECT YOUR VOTE OHIO

020271

Revision #: 0 Date: 9/12/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2684
Media: TV Description: PROTECT YOUR VOTE 2012
Product: ISSUE 2 Flight Start Date: 9/13/12 5:00:00 AM
Market: Cleveland Flight End Date: 9/22/12 4:59:00 AM

Handwritten signature
9/11/12

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots
						9/13	9/14	9/15	9/16	9/17	9/18	9/19	9/20	9/21	9/22	
WOIO-TV																
73	MTUWTHF 6:00a-7:00a ACTN NWS-MORN<	EM	\$175.00	\$148.75	30	1	1	0	0	1	1	1	1	1	0	7
74	Sa 9:00a-11:00a SAT ER SHW-CBS	WK	\$250.00	\$212.50	30	0	0	1	0	0	0	0	0	0	1	2
75	Su 9:00a-10:30a SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	1	0	0	0	0	0	0	1
76	Su 10:30a-11:00a FACE NATN-CBS	WK	\$450.00	\$382.50	30	0	0	0	1	0	0	0	0	0	0	1
77	MTUWTHF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$700.00	\$595.00	30	1	1	0	0	1	1	1	1	1	0	7
78	MTUWTHF 6:00p-6:30p ACTN NWS-SIX<	EN	\$700.00	\$595.00	30	1	1	0	0	1	1	1	1	1	0	7
79	MTUWTHF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$1,000.00	\$850.00	30	1	1	0	0	1	1	1	1	1	0	7
80	Sa 11:00p-11:35a NEWS	LN	\$750.00	\$637.50	30	0	0	1	0	0	0	0	0	0	1	2
81	Su 11:00p-12:05a NEWS	LN	\$775.00	\$658.75	30	0	0	0	1	0	0	0	0	0	0	1
82	Su 7:00p-8:00p 60 MINUTES	RT	\$3,500.00	\$2,975.00	30	0	0	0	1	0	0	0	0	0	0	1
Total Spots:					4	4	2	4	4	4	4	4	4	4	2	36
Total Cost:			\$25,200.00	\$21,420.00												
Total																



PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/12/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2684
Media: TV Description: PROTECT YOUR VOTE 2012
Product: ISSUE 2 Flight Start Date: 9/13/12 5:00:00 AM
Market: Cleveland Flight End Date: 9/22/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Total Spots
WOIO-TV																36
		SEP 12	\$25,200.00	\$21,420.00												

Disclaimer:

Signature: _____



Summary by Station/System

Date: 9/12/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2684
Media: TV Description: PROTECT YOUR VOTE 2012
Product: ISSUE 2 Flight Start Date: 9/13/12 5:00:00 AM
Market: Cleveland Flight End Date: 9/22/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	36	\$25,200.00	100%	\$21,420.00	100%
Market Total:	36	\$25,200.00		\$21,420.00	